

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017 / 2018

**LSM2027 – SOCIAL MEDIA STRATEGIES**  
(All Groups)

5 MARCH 2018  
9:00 A.M. – 11:00 A.M.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 printed pages with 2 sections only.
2. Answer **ALL** questions in **Sections A and B**.
3. Write your answers for all sections in the Answer Booklet provided.

**SECTION A: STRUCTURED QUESTIONS (30 MARKS)****Instruction:** Answer all questions.

1. What are the five reasons why social media is important for business? (10 marks)
- 2) Explain five needs for a social media strategy. (10 marks)
- 3) Laney (2001) proposed an explanation of big data in terms of 3Vs.
  - 1) Define two of the 3Vs. (2 marks)
  - 2) What are four uses of big data to social media marketing? (8 marks)

**SECTION B: CASE STUDY (20 MARKS)****Instruction:** Read the case study and answer the question that follows.

When you think of Mini, chances are you identify it as something that is iconically British. The original model became somewhat of a British motif of the 1960s and was produced by the British Motor Corporation (BMC) from 1959 until 2000. Its distinctive shape meant that it was voted the second most influential car of the 20th century and little alterations have been made to the original model over the years due to its continued popularity. When Rover Group dissolved back in 2000, BMW retained the rights to manufacture cars using the original Mini name (later changed to MINI) and form. They have since gone on to release a number of new models, including the MINI Hatch, Coupé and Roadster. They project a certain kind of exclusivity in the MINI but their social media's presentation is targeted mainly towards the young executives of 25 – 35 years old.

**Twitter**

MINI is most active on Twitter (@MINI) out of all of their social media accounts, with a huge 187,000 followers from across the globe. They maintain their presence on Twitter by posting an average of 2-3 times per day, which is enough to keep their brand fresh in their followers' minds without bombarding their newsfeed with dozens of posts. The content that they share is made up of mainly a combination of high quality images and videos. Their photographs usually present their cars in action, driving through different locations around the world on different kinds of terrains and environments. Occasionally they share images of landscapes in a variety of countries, to reinforce the global theme they are incorporating into their social media content.

MINI has developed a number of branded hashtags on Twitter, such as #MINIMonday where they share some inspiration for the week alongside an image of one of its cars. A series of hashtags for its different models have also been incorporated into its tweets, including #clubman, #cabrio and #classicmini. These hashtags receive positive response from customers. Occasionally they get involved on trending and popular hashtags, which is a great way for the car maker to expand the reach of its content and encourage more engagement from people who are not its followers. MINI is good at building engagement with its followers by asking them direct questions to get them talking, usually about where they like to go for a drive or what their plans for the day are. It does not, however, respond to any replies and only interact with followers for their tweets which are queries in nature.

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MINI recently ran a campaign called #GoWithYourGut for the release of the new #Clubman model. The general theme is that your gut instinct should be to go and buy its new car. As part of the campaign, MINI released a series of short videos about four people who “put the butterflies in charge.” No MINIs are actually featured in the videos, but it shows how the different individuals follow their gut instincts. Several thousands responded to the campaign. Alongside the videos, MINI also created a link to an interactive game on its website that assesses your personality and suggests what model and colour MINI Clubman would best suit you. This adds a personal touch to its marketing, and is customised to individuals, making them feel valued as customers.

#### Facebook

MINI has its biggest followers of more than 10,500,000 on Facebook. Despite having the largest community, it is not quite as active on Facebook as it is on Twitter, with only one post daily that generates around several hundreds likes. Most of the posts are videos and photographs. However, when they post a photo that has been featured on Twitter they will often share the whole album rather than just the one. It is the nature of the platform, where users like to be able to scroll through and browse photographs to see the whole story.

They recently encouraged their Facebook fans to join their MINI fan base on Instagram too by sharing an album of the best Instagram photos of MINIs. Sharing user generated content is an effective way of building a sense of community and make their fans feel valued. The video content that MINI shares on Facebook is usually a demonstration or preview of one of their cars, however they often share clips from their events and short point-of-view driving clips, such as a journey along the coast as part of a recent #surfMINI campaign.

They also hold many competitions; recently having partnered with *Picturehouse Cinema* and *Shortlist* to offer followers the chances to win prizes, such as a test drive, a preview cinema screening and a weekend away to the home of MINI. These competitions are a great way to build engagement with their Facebook community and they always receive a lot of positive feedback in the comments section when they post them. Surprisingly, they do not hold their competitions on Twitter too as this would have built their engagement even more.

The majority of the feedback that MINI receives from its followers on Facebook is positive and although MINI does not often respond to many of its comments, it does ‘hop’ in now and then to respond to customer enquiries, gets involved in conversation and encourages fans to get more involved with the brand.

#### Instagram

MINI really knows how to get the most out of Instagram (@MINI) and has kept all of its best visual content for the platform. It generally posts once a day and receives the highest level of engagement from its 239,000 followers compared to all of its social media accounts.

Its photographs are of really high quality and it uses locations from all around the world to keep them interesting and to attract customers from across the globe. Many MINI’s marketing campaigns follow a theme of travel and seeing the world in the MINI. Instagram is a great platform for this type of content as a lot of people use it for sharing and browsing travel related content. MINI has a unique way of showcasing its cars on Instagram, with “flick book” style animations which gives its content an edgy and modern feel.

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Its #GoWithYourGut campaign is also featured on Instagram, though it has shortened the clips due to length restrictions and shared a series of screenshots from the videos, which entice users to follow the provided link to its campaign page on the website, of which they get several thousand responses. It has also recently run an interesting campaign called #Mini360 which involves fans using a cardboard viewer or smartphone to experience a “virtual reality” film. This campaign itself managed to garner another several thousand responses. Users must visit the MINI website to view the whole film, however previews have been shared via Instagram as a teaser.

MINI makes good use of hashtags to promote each of these campaigns and ‘like’ on Twitter; it is sure to use the branded hashtags for its different MINI models in order to build a community around each. Many MINI owners have adopted these hashtags when sharing photos of their cars, so a lot of buzz has been created surrounding the brand on Instagram.

Based on the case study above, assess the effectiveness of MINI’s social media plan and campaign based on the 4C’s criteria.

(20 marks)

**End of Paper**